

WHAT IS CLAIMED IS:

1. A folding card display comprising:

a front flap;

a back flap hinged to the front flap;

a lenticular screen;

a first side spacer, a second side spacer and a bottom spacer secured between the screen and an inner surface of the back flap, whereby a flat sleeve is formed; and

a printed lenticular image card positioned in the sleeve at the focal plane of the lenticular screen, and attached to an inner surface of the front flap, whereby when the front flap is opened, the image card is pulled underneath the lenticular screen.

2. The folding card display according to claim 1, wherein the spacers have at least the same thickness as the image card.

3. The folding card display according to claim 1, further comprising an opening at the center of the bottom spacer for accepting a rectangular section from the image card.

4. The folding card display according to claim 1, wherein a center portion of a top edge of the image card is attached to the inner surface of the front flap.

5. The folding card display according to claim 4, further comprising top spacers secured to the inner surface of the back

flap and positioned on either side of the center portion.

6. The folding card display according to claim 1, wherein the front flap is opened by one of a user or a motor.

7. The folding card display according to claim 5, wherein the side, bottom and top spacers are molded into the lenticular screen.

8. A replaceable image folding card display, comprising:

- a front flap;
- a back flap hinged to the front flap;
- a lenticular screen;
- a side spacer and a bottom spacer secured between the lenticular screen and an inner surface of the back flap, whereby a sleeve is formed; and
- a thin sliding tray, for housing a replaceable image card, positioned in the sleeve and attached to one of an inner surface of the front flap or a handle, whereby when the front flap is opened or the handle is moved, the tray is pulled underneath the lenticular screen.

9. The replaceable image folding card display according to claim 8, wherein the tray includes one open side to allow insertion and removal of the replaceable image card and a top wall, a bottom wall and a side wall to secure the replaceable card.

10. The replaceable image folding card display according to claim 8, wherein a center portion of a top edge of the tray is attached to one of the inner surface of the front flap or the handle.

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11. The replaceable image folding card display according to claim 10, further comprising top spacers secured to the inner surface of the back flap and positioned on either side of the center portion.

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12. The replaceable image folding card display according to claim 9, wherein one of the top or bottom walls is spring loaded to push the edge of the replaceable image card against an opposing wall.

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13. The replaceable image folding card display according to claim 8, wherein the front flap is opened by one of a user or a motor.

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14. The replaceable image folding card display according to claim 8, wherein the handle is moved by one of a user or a motor.

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15. The replaceable image folding card display according to claim 11, wherein the side, bottom and top spacers are molded into the lenticular screen.

16. A lenticular book, comprising:

a front flap;

a back flap hinged to the front flap;

a lenticular screen;

5 a side spacer and a bottom spacer secured between the lenticular screen and an inner surface of the back flap, whereby a sleeve is formed; and

10 a deep sliding tray, for housing a plurality of replaceable image cards, positioned in the sleeve and attached to one of an inner surface of the front flap or a handle, whereby when the front flap is opened or the handle is moved, the tray is pulled underneath the lenticular screen.

15 17. The lenticular book according to claim 16, wherein the tray includes one open side to allow insertion and removal of the replaceable image cards and a top wall, a bottom wall and a side wall to secure the replaceable cards.

20 18. The lenticular book according to claim 16, wherein a center portion of a top edge of the tray is attached to one of the inner surface of the front flap or to the handle.

25 19. The lenticular book according to claim 18, further comprising top spacers secured to the inner surface of the back flap and positioned on either side of the center portion.

20. The lenticular book according to claim 17, wherein one of the top or bottom walls is spring loaded to push the edges of the replaceable image cards against an opposing wall.

21. The lenticular book according to claim 16, wherein the front flap is opened by one of a motor or a user.

22. The lenticular book according to claim 16, wherein the handle is moved by one of a motor or a user.

23. The lenticular book according to claim 19, wherein the side, bottom and top spacers are molded to the lenticular screen.

24. A method of manufacturing a folding card display, comprising the steps of:

die-cutting a five-panel piece of material;

folding and glueing together a first set of two adjacent panels to create a front flap;

folding and glueing together a second set of two adjacent panels to create a back flap;

separating the front and back flaps by a rectangular spine;

hinging a fifth panel, printed with a lenticular image, at an inner bottom portion of the front flap;

attaching a lenticular screen around the edges of the fifth panel; and

mating a protrusion from the bottom of the lenticular screen with a corresponding female shape cut into the fifth panel.

25. The folding card display, according to claim 2, wherein
5 the spacers have an additional thickness to create space between the lenticular screen and the image-card's surface, so that it is disposed at the focal plane of the lenticular screen, whose focal plane is spaced from itself.

10 26. The replaceable image folding card display, according to claim 8, wherein the spacers have an additional thickness to create space between the lenticular screen and the image-card's surface, so that it is disposed at the focal plane of the lenticular screen, whose focal plane is spaced from itself.

15 27. The lenticular book, according to claim 16, wherein the spacers have an additional thickness to create space between the lenticular screen and the image-card's surface, so that it is disposed at the focal plane of the lenticular screen, whose focal
20 plane is spaced from itself.

25 28. The lenticular book display, according to claim 16, wherein ball bearing assemblies, having only one ball each, and no ball cage, are placed at each of the four corners of the tray, and whereby opposing halves of each bearing's races are attached, or molded into the tray and bottom flap walls, respectively, the

preload being created by the natural elasticity of the assembly.

29. A method of manufacturing a folding card display, according to claim 24, wherein the size of the die-cut panels match
5 the sizes of various industry standard boxes and mailers, such as a CD, DVD, videotape, and others, and wherein the assembly is attached by gluing to such boxes, or adding panels as necessary to the die-cut shape, to integrate the box or package into the folding card assembly.